Khan Egyptian Handicrafts

A website platform for Egyptian Khan handcrafted pottery businesses with interactive user interfaces

My Roles: UX research, Information Architecture, Prototyping, Wireframing, Visual Design, and UI Develop.

Overview:

Egypt is home to a diverse range of handicrafts, many of which are integral to Egyptian cultural identity and heritage. Despite being one of Egypt's most ancient and iconic industries, the Khan Pottery faces **accessibility** and **visibility** issues. It is popular tourists and Egyptian locals, but it lacks a strong online presence. This limits its reach and sales. Additionally, its lack of technological advancements and changing consumer preferences pose challenges to its competitiveness and long-term survival. This leads to **the verge of disappearing** from the Egyptian market.

Fresco and Ceramic from Cairo to Cairo, in Egypt. Cairo is the place the Khan Pottery originally and still is.

Problem:

Local handcrafted businesses in Egypt require and deserve the exposure that these handcrafted local products deserve. **The need a platform that can display these products** and **sell them to their target audience.**

There are three main problems:

1. **Seller's problem** which is that the sellers of Khan are unable to connect with their customers.
2. **Buyer's problem** which is that the buyers are not connecting to purchase handcrafted ceramic goods.
3. **Business problem,** how can they connect customers to Khan?

Research:

Competitor Analysis

Features	Craftlo Egypt	Hemotiplan	Celoxa
Handmade products	✓	✓	✓
International / Local	Both	Regional	Both
Online / On ground	Both	Both	Online
Arranges courses and workshops	✓	✓	✓

Understandings:

I did those interviews not with shop owners or their 10 Khan's and one with a tourist.